

FCC 388

DTV Consumer Education Quarterly Activity Report

Instructions

This form should be used to provide the Federal Communications Commission (FCC) with information pertaining to all station activity to educate consumers on the transition to digital television (DTV). All stations should log DTV Transition-Related Public Service Announcements (PSAs) and other DTV activities using the appropriate house (identification) numbers. These logs or records should include the date and time that each DTV activity occurred. This form must be filed in Docket Number 07-148 as Document Type: REPORT, and placed in the station's Public Inspection File. This form must continue to be filed for each quarter in which a station has DTV Transition education obligations.

- Go to the ECFS upload page: http://fjallfoss.fcc.gov/prod/ecfs/upload_v2.cgi
- Fill out the relevant cover sheet information.
- In the "Send Comment Files to FCC (Attachments)" section click the "Browse" button to choose the file you want to attach. (Or the first file if you have multiple files to attach)
- Click on the "Select one of these file types or convert your file to one of these types:" dropdown to choose the type of file that was attached.
- Click "Send Attached File to FCC"
- If you only had one file to attach click "Finish Transaction and Receive Confirmation".
- If you have another file to attach, click on the "Enter Additional Attachments"

Station Call Sign(s)

KTVQ

Report reflects information for quarter ending (mm/dd/yy)

03/31/08

Have you opted to comply with Option One, Two, or Three (once elected, this choice may not change)?

☐ Option One (A and D)

☒ Option Two (B and D)

☐ Option Three (C and D)

Over the past quarter, have you fully complied with the requirements of this option?

☒ Yes ☐ No

Simulcasting

Are you simulcasting on your Analog channel and your primary Digital stream?

☒ Yes ☐ No

If **YES**, complete only one form for both. If **NO**, complete a form for your Analog channel and a second for your primary Digital stream

<u>Call Sign</u> KTVQ	Channel Numbers Analog (2) <input checked="" type="checkbox"/> Digital (2.1) <input checked="" type="checkbox"/>	Community of License			
		City	State	County	Zip Code
		Billings	MT	Yellowstone	59101
Licensee					
Above, circle the Channel Number(s) to which this form applies.		Nielsen DMA Billings Montana #170	World Wide Web Home Page Address www.ktvq.com		

Facility ID Number	Previous Call Sign (if applicable)	License Renewal Expiration Date (mm/dd/yy)
35694	N/A	04/01/2006

Section A (For broadcasters electing Option One)

Stations that elect Option One must place a copy of this form on the station's public website, if such exists.

On its analog channel, and its primary digital stream, a station must air one transition PSA, and run one transition crawl, in every quarter of every day. This requirement will increase to two PSAs and crawls per quarter per day on April 1, 2008, and to three of each on October 1, 2008. Stations are required to air PSAs or crawls at various times in any given day part, and at least one PSA and one crawl per day must be run during primetime hours. On-air education must not contain inaccurate or misleading statements and must be provided in the same language as a majority of the programming carried by the station. PSAs must be at least 15 seconds, and closed-captioned. Crawls must run during programming for no fewer than 60 consecutive seconds across the bottom or top of the viewing area (See rules for additional details).

Have you aired a sufficient number of eligible PSAs (28, 56, or 84 per week, depending on the reporting period) during the correct quarters of the day?

☐ Yes ☐ No

Have you aired a sufficient number of eligible crawls (28, 56, or 84 per week, depending on the reporting period) during the correct quarters of the day?

☐ Yes ☐ No

Section B (For broadcasters electing Option Two)

On its analog channel, and its primary digital stream, a station must run an average of 16 transition-related PSAs and 16 transition-related crawls, snipes, and/or tickers per week in each quarter, all between the hours of 5 a.m. and 1 a.m.. It must also run one 30 minute DTV-related informational program once, and one 100-Day Countdown piece per day for the 100 days prior to the conclusion of the transition. Comment boxes MUST be used to describe these compliant activities (See rules for additional details).

Total Number of Eligible DTV Transition-Related PSAs and Crawls, Snipes, and/or Tickers (CSTs) Run -- Last Quarter

How many DTV PSAs and CSTs did your station run between 5:00 a.m. and 1:00 a.m. last quarter?

Total 5:00 a.m. to 1:00 a.m. PSAs

558

Total 5:00 a.m. to 1:00 a.m. CSTs

2

For informational purposes only, how many DTV PSAs and CSTs did your station run in the last quarter from 6:00 a.m. to 9:00 a.m.?

Total 6:00 a.m. to 9:00 a.m. PSAs

81

Total 6:00 a.m. to 9:00 a.m. CSTs

1

For stations located in the Eastern or Pacific Time Zone, how many DTV PSAs and CSTs did your station run in the last quarter from 6:00 p.m. to 11:35 p.m. (must average at least 4 per week)?

Total 6:00 p.m. to 11:35 p.m. PSAs

N/A

Total 6:00 p.m. to 11:35 p.m. CSTs

N/A

For stations located in the Central or Mountain Time Zone, how many DTV PSAs and CSTs did your station run in the last quarter from 5:00 p.m. to 10:35 p.m. (must average at least 4 per week)?

Total 5:00 p.m. to 10:35 p.m. PSAs

132

Total 5:00 p.m. to 10:35 p.m. CSTs

0

Comments (add additional sheets where necessary):

The FCC's requirement for DTV transition-related educational efforts did not become effective until March 31st, 2008. The numbers reported above, however, reflect the total numbers of PSAs and CSTs broadcast on KTVQ (TV) during the calendar quarter. KTVQ (TV) believes that it complied fully with the requirements of Option B for the single day during the first quarter for which the FCC's DTV consumer education requirements were in effect. Additionally, although not required by the FCC, KTVQ also broadcast an additional 68 DTV education PSAs on our secondary digital channel 2.2 (The CW) during the period of 1/1/08-3/31/08.

30 Minute Educational Programs – Last Quarter

How many 30 minute, DTV-related informational programs did your station run during the quarter? At least one such program must be run between the hours of 8:00 a.m. and 11:35 p.m., prior to February 17, 2009.

Total number of 30 Minute Informational Programs

0

Comments (add additional sheets where necessary):

100-Day Countdown Eligible Pieces – Last Quarter

Beginning on November 10, 2008, all stations participating in Option Two will engage in special 100-Day “Countdown to DTV” activities. Stations must execute a minimum of one “Countdown to DTV” on-air activity per day during the 100 days leading up to February 17, 2009. During the last quarter, how many of each eligible 100-Day “Countdown to DTV” pieces did your station run?

0 *Graphic Displays*

0 *Animated Graphics*

0 *Graphic and Audio Displays*

0 *Longer Form Reminders*

Comments (add additional sheets where necessary):

Section C (For Noncommercial broadcasters only)

On its analog channel, and its primary digital stream, a station must air 60 seconds per day of on-air consumer education, in variable timeslots, including at least 7.5 minutes per month between 6 pm and 12 am. Beginning May 1, 2008, this requirement doubles, and beginning November 1, 2008, it increases again, to 180 seconds per day and 22.5 minutes per month between 6 pm and midnight. It must also run one 30 minute transition education piece once (See rules for additional details).

Have you aired a sufficient amount of consumer education (60, 120, or 180 seconds per day, depending on the date) during each day this quarter?

☐ Yes ☐ No

30 Minute Educational Programs – Last Quarter

How many 30 minute, DTV-related informational programs did your station run during the quarter? The comment box may be used to describe this activity. At least one such program must be run between the hours of 8:00 a.m. and 11:35 p.m., prior to February 17, 2009.

Total number of 30 Minute Informational Programs

Comments (add additional sheets where necessary):

Section D (For all broadcasters)

Additional DTV On-air Initiatives – Last Quarter

Did your station run additional on-air initiatives (such as news reports, town hall meetings, etc.) during the quarter? The comment box may be used to describe these initiatives.

☒ Yes ☐ No

Comments (add additional sheets where necessary):

ADDITIONAL DTV ON-AIR INITIATIVES NEWS STORIES

KTVQ broadcast four news stories on the digital transition during the first quarter 2008:

1/17/08 During our 10pm newscast KTVQ reporter David Jay reported on the number of digital TV sets sold, and how the DTV conversion is affecting consumer choices.

2/17/08 During our 5:30pm newscast, KTVQ broadcast a story on the one year countdown to the DTV conversion date.

3/16/08 During our 5:30pm and 10pm newscasts, KTVQ broadcast a story on the DTV conversion and updated viewers on the options they have to convert from analog to digital.

3/17/08 KTVQ rebroadcast the story previously broadcast on 3/16/08 during our 6-7am Montana This Morning program. The story ran again during KTVQ's 7:25am news update.

NEWS DTV CONSUMER SEGMENTS

During the period from 1/1/08-3/31/08 KTVQ broadcast a series of DTV consumer information segments during specific Saturday 10pm newscasts. These one-minute segments featured Andy Suk, Director of Engineering for Cordillera Communications and were broadcast on the following dates:

2/23/08, 3/1/08, 3/8/08, 3/15/08, 3/22/08 and 3/29/08

Station Website Additional Activity Related to the DTV Transition – Last Quarter

Does your station have a Website? ☒ Yes ☐ No

If YES, did your station provide additional DTV related information or activities on that Website? The comment box may be used to describe what was posted on the station's Website.

☒ Yes ☐ No

Comments (add additional sheets where necessary):

Starting on 8/9/07 a DTV transition link was posted on our website ktvq.com. This link provides our web viewers with updated information on the DTV transition. It also includes information on how viewers can obtain converter box coupons and which converter box viewers should purchase if they receive over the air television by translator.

Additional DTV Outreach Efforts -- Last Quarter

Check all of the DTV related activities listed below that your station engaged in over the last quarter. The comment box may be used to describe this activity.

☒ Speaking Engagements

Comments (add additional sheets where necessary):

1/9/08 KTVQ General Manager Monty Wallis was the guest speaker at the Billings West Rotary Club and spoke on the digital transition. He estimates 50 Rotarians attended the meeting.

2/4/08 KTVQ General Manager Monty Wallis was the guest speaker at the Downtown Rotary Club and spoke on the digital transition. Nearly 300 Rotarians attended the meeting.

2/14/08 KTVQ General Manager Monty Wallis did a one hour DTV transition presentation to the Montana Associations of Counties. Nearly 300 County Commissioners and county representatives from all over Montana attended the seminar. Many of these counties fund and maintain TV translator stations which will be affected by the digital transition.

☒ Community Events

Comments (add additional sheets where necessary):

March 7-8-9, 2008 KTVQ sponsored a DTV informational booth during the Home Improvement Show in Billings. Several members of the station staff including KTVQ Chief Engineer John Webber manned the booth during the show which drew an estimated 30,000 people. The KTVQ booth contained a regular analog TV set and an analog set with a working DTV converter box on display to allow viewers to compare the video quality. The staff answered hundreds of questions during the three days and addressed questions on translators, dates, converter boxes, and other issues. Thousands of DTV transition one-sheets and station generated FAQ sheets were passed out to attendees. Additionally KTVQ gave away three DTV sets to lucky winners who registered at the booth.

☒ Other (describe)

Comments (add additional sheets where necessary):

KTVQ conducted several internal meetings to train station staff members on the DTV transition. Many of our DTV crawls inform viewers to call KTVQ if they have questions regarding the DTV transition. The station has received dozens of calls from viewers, many in regard to DTV converter box coupons and how to apply for them.

This comment box may be used to include other comments or information about your station's DTV activity over the last quarter.

Comments (add additional sheets where necessary):

STATION CERTIFICATION

I certify that the statements in this document are true, complete, and correct to the best of my knowledge and belief, and are made in good faith.

Typed or Printed Name of Person Signing Lamont W. Wallis	Typed or Printed Title of Person Signing President/General Manager
Signature <input type="checkbox"/>	Date 4/9/08

WILLFUL FALSE STATEMENTS ON THIS FORM ARE PUNISHABLE BY FINE AND/OR IMPRISONMENT (U.S. CODE, TITLE 18, SECTION 1001), AND/OR REVOCATION OF ANY STATION LICENSE OR CONSTRUCTION PERMIT (U.S. CODE, TITLE 47, SECTION 312(a)(1)), AND/OR FORFEITURE (U.S. CODE, TITLE 47, SECTION 503).

FCC NOTICE REQUIRED BY THE PAPERWORK REDUCTION ACT

We have estimated that each response to this collection of information will take 3 hours. Our estimate includes the time to read the instructions, look through existing records, gather and maintain required data, and actually complete and review the form or response. If you have any comments on this estimate, or on how we can improve the collection and reduce the burden it causes you, please write the Federal Communications Commission, AMD-PER, Paperwork Reduction Project (3060-1115), Washington, D. C. 20554. We will also accept your comments via the Internet if you send them to pra@fcc.gov. Remember - you are not required to respond to a collection of information sponsored by the Federal government, and the government may not conduct or sponsor this collection, unless it displays a currently valid OMB control number or if we fail to provide you with this notice. This collection has been assigned an OMB control number of 3060-1115.

THE FOREGOING NOTICE IS REQUIRED BY THE PAPERWORK REDUCTION ACT OF 1995, P.L. 104-13, OCTOBER 1, 1995, 44 U.S.C. 3507.